

Main Street Reisterstown Program Minutes

Location/Date: Reter's Crabhouse, Reisterstown - November 13, 2012

Attendees: Amy Mantay, Glenn Barnes, Mary Molinaro, Calvin Reter, Irwin Kramer, Shirley Smith, Kathy Gambrell, Paul Davalos, Christy Tasker, Dan Carey, Charlie Brittain, Marc Shapiro, Lorena DeLeon

Amy opened the meeting explaining that she works in the Planning Office and has been given the job of Main Street Manager for Reisterstown for about 2-3 years for those who were new to the group. Each person then introduced themselves explaining how they work in the community.

Amy discussed and reviewed the first steps we need to address since she wasn't at the last meeting:

1. Form a working group – reviewed that the decision has been made that this group will be under the umbrella of the Reisterstown Improvement Association.
2. Take a good look at your district – Amy said there is an excel spreadsheet that she has from the preliminary work done 2 years ago. Mary reminded her that she sent the spreadsheet created from the walk she and Kathy did a few months ago. Mary suggested that Amy may want to just blend the two reports to fill in the gaps.
3. Generate broad-based interest and support – Amy suggested that either January or February the county will promote and hold a large public meeting and afterwards we can get busy with events in the Spring. Enlist opinions from all the stakeholders about what to change, create, or preserve. At the town hall meeting, Amy Sietz can talk about the State Program and Amy Mantay can talk about the county involvement informing everyone about what participating in the MD Main Street program offers or doesn't offer, what money there is and what is not.
4. Find out how to obtain designation –
5. Network with successful programs - possibly meet with Amy Menzer who is with the Dundalk Renaissance Group which has been accepted in the state program. Amy Mantay will look at training programs which may be held currently and we may be able to attend.
6. Spread the word – discussed that each person in the meeting bring a friend to the next meeting

Amy discussed that Lori Hay in the planning office now manages economic revitalization and could be meeting with our group. Reviewed the SWOT Analysis from the last meeting. Discussed that the zoning building concerns will be part of the Design committee once formed. Amy handed out a flier about

Small Business Saturday which will be held Saturday, November 24th. It's between Black Friday and Cyber Monday dedicated to supporting Small Business Nationwide. It is sponsored by America Express and we will be seeing television advertisement of the program. She suggested that we advertise, possibly in the Community Times and on the Patch to help drive traffic to the Main Street businesses.

Amy discussed "Who Benefits From a Revitalized District?"

	Stakeholders	Benefits
	Merchants	Greater opportunity for growth and expansion. Expanded customer base Less financial risk
	Property Owners	Stable or higher rents Increased occupancy rates Improved marketability of property
	Financial Institutions	Expanded business customer base Expanded residential customer base Improved public image and goodwill Fulfillment of community
	Schools	Youth involvement in civic projects Use of commercial district as "classroom" for school projects Potential employment and business opportunities More places to go and activities for youths
	Business Outside the Commercial District	Increased visitor traffic to the community Improved municipal services throughout the community Increased business from overall healthier economy Additional amenities for employees and clients
	Industry	Improved quality of life makes recruiting and retaining employees easier

Discussion followed listing people in each of the above groups: ROMG Chamber of Commerce, Reisterstown Improvement Association, ROG Coordinating Council, Chartley Homeowners Association, Country Club, Hathaway, Rec Council (Sports teams, Reisterstown Festival, Bloomin' Arts, Special Hockey Program), Kiwanis Club, Lions Club, Optimist Club, Franklin Middle School, Franklin High School, Reisterstown Elementary School, Franklin Elementary School, Glyndon Elementary School, Timbergrove Elementary School, Cedarmere Elementary School, Chatsworth Elementary, Hannah More, Knights of

Columbus, Moose Lodge, American Legion, Reisterstown Library, Charles Smith Photography, John Carter, Boys Scouts, Girls Scouts

Shirley discussed the timing for the town hall meeting and suggested later in the spring so we won't have to worry about bad weather. Irwin asked about recruiting people and Amy said that while waiting for the meeting we do need to continue to reach out to all interested people.

Glenn asked Amy if we can use some of the grant funds in the future towards paying a salary for the Main Street Manager. Amy said she would check it out to see if it is possible.

Amy will check with the timetable the county has for announcing this pilot program and next week we will discuss it further.

Amy suggested we setup a Facebook page as a way of open communication to everyone in the area.

Amy passed out a lot of reading material about each of the five committees to help us prepare for the participation in the program.

We decided to meet the next five Mondays at 10am at Reter's Crabhouse so the next meeting will be held at Reter's Crabhouse, Monday, November 19th at 10am.